LEO BURNETT COMPANY, *Inc.*
Ad No. 784 (Dawn)—Reg. No. 81117—1 Page—4/C—10 x 12½ in.—Sunday Supplements, 1971 (A)
Printed in U.S.A.

A cigarette plus its own holder for the price of an ordinary cigarette.

When you buy a pack of Parliaments, you get what you'd expect. Twenty cigarettes.

Plus something you might not expect. Twenty cigarette holders.

You see, the tip of every Parliament has a tough outer shell. With a filter tucked inside.

So you get good, clean Parliament taste. And no filter taste.

The Parliament. Plus holder. A great buy at both ends. King-Size and Charcoal 100's.

It works like a cigarette holder works.

Kings: 16 mg. "tar", 1.0 mg. nicotine—100's: 18 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70

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Source: https://www.industrydocuments.ucsf.edu/docs/sfln0003

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